

Message Text

UNCLASSIFIED

PAGE 01 KUALA 00733 030516Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W

-----030719Z 033018 /21

R 030343Z FEB 77

FM AMEMBASSY KUALA LUMPUR

TO SECSTATE WASHDC 6113

INFO USDOC WASHDC

AMEMBASSY BANGKOK

AMEMBASSY MANILA

UNCLAS KUALA LUMPUR 0733

USDOC

E.O. 11652: N/A

TAGS: BEXP, MY

SUBJECT: BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT CATALOG SHOW

REF: STATE A-9166

1. SUMMARY FOR SUBJECT EXHIBITION FOLLOWS:

(A) NAME OF EXHIBITION: BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT CATALOG SHOW

(B) PLACE AND DATES OF EXHIBITION: FEDERAL HOTEL, KUALA LUMPUR, JANUARY 24-26, 1977

(C) NUMBER OF FIRMS SUPPLYING CATALOGS: 243

(D) NUMBER OF VISITORS: (I) 400 (II) REGISTERED: 190

(E) NUMBER OF TRADE INQUIRIES DEVELOPED (CATALOGS REQUESTED): 2561

(F) NUMBER OF EXHIBITING FIRMS RECEIVING TRADE INQUIRIES: 243

(G) COMMENTS: AS EVIDENCED FROM THE ABOVE, SHOW GENERATED SUBSTANTIAL INTEREST AND WAS SUCCESSFUL IN REACHING KEY ORGANIZATION, IN CONSTRUCTION INDUSTRY. THOSE ATTENDING SHOW INCLUDED KEY PEOPLE FROM PUBLIC WORKS DEPARTMENT, URBAN DEVELOPMENT AUTHORITY, ARCHITECTS' ASSOCIATION, HOUSING DEVELOPERS' ASSOCIATION, UNIVERSITIES, COLLEGES, LARGE UNCLASSIFIED

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COMMERCIAL HOUSES, ETC. THIS TURNOUT REFLECTED STRONG INTEREST IN U.S. BUILDING PRODUCTS AND TECHNOLOGY. EMBASSY CONSIDERS SUBJECT EVENT WELL ARRANGED BY COMMERCE PROCUREMENT TEAM.

MORE THAN 400 VISITORS RESPONDED TO EMBASSY'S 2000 INVITATIONS SUPPLEMENTED BY TIMELY NEWSPAPER ADVERTISING AND TELEPHONE CALLS TO KEY PEOPLE IN BUILDING TRADE. UNDOUBTEDLY, MR.

GILCHRIST'S PRESENCE WAS THE MAJOR DRAWING CARD FOR SHOW.
HE WAS KEPT BUSY WITH SCHEDULED AND UNSCHEDULED APPOINTMENTS
FOR ENTIRE THREE DAYS OF SHOW. MR. GILCHRIST'S FILM SHOW
AND SEMINAR LASTING APPROXIMATELY ONE HOUR WERE WELL
RECEIVED BY PARTICIPANTS WHO NUMBERED ABOUT 50 AT EACH OF
TWO SESSIONS DAILY. DURING SHOW, MR. GILCHRIST WAS
INTERVIEWED BY REPORTERS FROM BUSINESS TIMES AND HOUSING
DEVELOPER MAGAZINE.
UNDERHILL

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 03-Feb-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977KUALA00733
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770038-0616
Format: TEL
From: KUALA LUMPUR
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770277/aaaacqfa.tel
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Litigation Codes:
Litigation History:
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Message ID: 1dd132cc-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE A-9166
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 06-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3420020
Secure: OPEN
Status: NATIVE
Subject: BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT CATALOG SHOW
TAGS: BEXP, MY
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/1dd132cc-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009